

Appl. No. : 09/852,979  
Filed : May 8, 2001

### AMENDMENTS TO THE CLAIMS

Please cancel Claims 1 and 6 without prejudice and without disclaimer.

1. (Cancelled)
2. (Currently Amended) The method according to claim 10 wherein said user attention comprises user interaction with active graphical elements ~~on~~of said object.
3. (Currently Amended) The method according to claim 10 wherein said user attention comprises moving said object to a desktop.
4. (Currently Amended) The method according to claim ~~1-3~~ wherein said object on a desktop remains in communication with a server and ~~may~~is able to receive data from said server for updating ~~an~~said advertising message.
5. (Currently Amended) The method according to claim ~~1-3~~ wherein said object on a desktop provides a desired functionality to a user.
6. (Cancelled)
7. (Currently Amended) The method according to claim ~~6-11~~ wherein said at least one functions provided as part of associated with said object includes electronic messaging with said business contact.
8. (Currently Amended) The method according to claim ~~6-11~~ wherein said object can be relocated to ~~to~~a desktop.
9. (Currently Amended) The method according to claim ~~6-8~~ wherein said object on a desktop remains in communication with a server and ~~may~~is able to receive data from said server for updating messages, servers, or links associated with said object.

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Please add the following new claims:

10. (New) A method of providing interactive targeted advertising comprising:
  - providing an interactive graphic object comprising application logic and an advertising message;
  - providing, as part of said application logic of said interactive graphic object, tracking logic configured to track and measure user attention to said interactive graphic object;
  - transmitting measurements of said user attention to a server; and
  - at said server, determining a charge to an advertiser based on a measurement of user attention.
11. (New) A method of providing interactive bi-directional connections between a business contact and a client comprising:
  - providing to a client a persistent interactive graphic object configured to establish an interactive, bi-directional connection between said client and a business contact;
  - providing, as part of said graphic object, at least one function that can be performed by said client; and
  - transmitting information from said business contact to said persistent interactive graphic object.